

The Typical Stages of Development in the Use of Social Media

Level 1 Monitor	Level 2 Command	Level 3 Coordinate	Level 4 Cooperate	Level 5 Collaborate
(Listening in order to get your battle rhythm) One way communication <i>from the public</i> , intended to inform and instruct (the EM).	(Broadcasting) One way communication <i>to the public</i> , intended to convince, compel, instruct.	(Conversation) 1 or 2 way communication intended to avoid or minimize conflict.	(Discussion & Analysis) Two way communication intended to facilitate shared expectations.	(Synthesis and Value Creation) Two way communication that produces shared meaning and objectives.
Means focused	Means focused	Ends focused	Shared means and ends	Shared means and ends
Prevention				
Preparation				
Mitigation				
Response				
Recovery				